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Hasbro's NERF Brand Dominates Teen Sports in 2010 with Introduction of Advanced N-STRIKE Blasters and More

Special Edition NERF N-STRIKE Blasters Clear the Way for Much-Anticipated N-STRIKE Blaster Launch on 9.9.10

PAWTUCKET, R.I., Jan 25, 2010 (BUSINESS WIRE) -- Hasbro, Inc.'s (NYSE:HAS) NERF brand continues to provide fans with the ultimate in exciting, high-action gear for competitive play in 2010. To celebrate and lead up to the 9.9.10 launch of the newest top secret N-STRIKE blaster, NERF will be transforming five of its most popular N-STRIKE products into Clear Series Special Edition Blasters featuring clear, deco styling.

"This year, NERF fans will experience great product advancements across all of the NERF segments and we're especially excited about the introduction of the collectible Clear Series Special Edition Blasters," said Jonathan Berkowitz, director of global marketing, Hasbro. "This new, unique series of blasters is the perfect way to honor some of our most popular N-STRIKE products and to clear the way for the newest blaster landing on 9.9.10!"

In addition to the brand's N-STRIKE line advancements, the NERF brand will make waves this year by merging with the hydro-powered action of Hasbro's SUPER SOAKER line to create NERF SUPER SOAKER water blasters. By combining top elements of both brand's high-performance blasters, the new NERF SUPER SOAKER line will redefine and accelerate warm weather play this spring. The brand will also be launching a redesigned NERF SPORTS line featuring new product additions specially designed for competitors of all ages providing all the intensity, performance, and innovation that the NERF brand is known for.

Dominating all aspects of alternative outdoor adventure, the NERF brand will be returning as a sponsor of Dew Tour's award-winning Festival Village in 2010, presenting fans and consumers around the country with the second NERF DART TAG World Championship tournament.

Fans can also get in on all the NERF action by following us at www.Facebook.com/NerfNation, www.YouTube.com/Nerf, and www.Twitter.com/NerfNation. With so many ways to rush the field this year, remember IT'S NERF OR NOTHIN'!

The 2010 N-STRIKE collection includes:

"CLEAR THE WAY FOR 9.9.10"

(Ages 8 years & up /Available: September 9, 2010)

Clear the Way for the newest N-STRIKE blaster coming on 9.9.10! First there was the NERF N-STRIKE VULCAN EBF-25 blaster, 25-dart, belt-fed, and fully automatic. Then the NERF N-STRIKE RAIDER RAPID FIRE CS-35 blaster hit the scene with its new, interchangeable drum magazine able to hold 35 darts. Now, continuing the incredible evolution of NERF blaster technology, the brand has created the most impressive NERF N-STRIKE blaster yet. NERF fans around the world will have to wait until 9.9.10 to see the unveiling of one of the most awesome and exciting blasters released in the NERF brand's 40 year history! Available at most major retailers nationwide and HasbroToyShop.com beginning 9.9.10.

NERF N-STRIKE Clear Series Special Edition Blasters

To Clear the Way for the latest and greatest NERF N-STRIKE blaster launch on 9.9.10, five of the most popular NERF N-STRIKE blasters in history will be showing fans, and their successors, exactly what they're made of! Make sure to get your hands on these special edition, clear deco N-STRIKE blasters, including the NERF N-STRIKE RAIDER RAPID FIRE CS-35 blaster, the NERF N-STRIKE RECON CS-6 blaster, the NERF N-STRIKE MAVERICK REV-6 blaster, the NERF N-STRIKE DEPLOY CS-6 blaster, and the NERF N-STRIKE NITE FINDER EX-3 blaster, before the clear disappear! Each sold separately.

The 2010 DART TAG collection includes:

NERF DART TAG VISION GEAR Eyewear Assortment

(Ages 8 years & up/Approximate Retail Price: \$9.99/Available: Spring 2010)

Get your head in the game with the NERF DART TAG VISION GEAR eyewear assortment! For the first time, the VISION GEAR eyewear is sold separately, in three unique colors. It's never been easier to replace or upgrade your eyewear and get back in the game. NERF DART TAG VISION GEAR eyewear offers 99.9% protection against UVA and UVB rays, as well as eye protection during DART TAG competition. The NERF DART TAG VISION GEAR assortment includes one pair of VISION GEAR eyewear (Navy Blue, White, or Charcoal Grey) and 16 DART TAG darts, for use with NERF DART TAG blasters. Each sold separately. Available at most major toy retailers nationwide and HasbroToyShop.com.

NERF DART TAG Fast Load Sleeve Accessory

(Ages 8 years & up/Approximate Retail Price: \$9.99/Available: Spring 2010)

Reload faster with the NERF DART TAG Fast Load Sleeve accessory. This flexible, comfortable sleeve allows you to store extra DART TAG darts right at your fingertips giving you a competitive edge over your opponent. Comes complete with one DART TAG Fast Load Sleeve and 20 DART TAG darts for use with NERF DART TAG blasters. Available at most major toy retailers nationwide and HasbroToyShop.com.

NERF DART TAG HYPERFIRE One-Player Set

(Ages 8 years & up/Approximate Retail Price: \$12.99/Available: Spring 2010)

For the first time ever, NERF is offering a stand-alone DART TAG blaster for true DART TAG athletes. The HYPERFIRE One-Player Set includes an all new look for the popular HYPERFIRE blaster plus one pair of super cool translucent VISION GEAR eyewear and 10 DART TAG darts for use with all NERF DART TAG blasters. Available at most major toy retailers nationwide and HasbroToyShop.com.

The 2010 NERF SPORTS collection includes:

NERF WEATHER BLITZ Flag Football Set

(Ages 8 years & up/Approximate Retail Price: \$19.99/Available: Spring 2010)

Welcome to the next generation of flag football, NERF style! Forget fumbling with traditional "flags" and footballs that can't keep up with your game. The NERF WEATHER BLITZ Flag Football Set comes complete with a NERF WEATHER BLITZ junior football and 16 clips which act as "flags," offering 4-on-4 play in almost any condition. The new NERF Flag Football clip system is convenient and easy to use, letting you and your teammates stay focused on the winning play. Available at most major retailers nationwide and HasbroToyShop.com

NERF WEATHER BLITZ NFL Football

(Ages 8 years & up/Approximate Retail Price: \$14.99/Available: Spring 2010)

Don't let a few clouds get in the way of your time on the field. Infused with advanced NERF WEATHER BLITZ Football technology, this weather-resistant football allows for ultimate performance in almost all conditions, rain or shine. To add to your performance, the NERF WEATHER BLITZ NFL Football's super grip skin and NFL styling will help you play the game like a pro. Choose from five of the top NFL teams including the New York Giants, the Pittsburgh Steelers, the Dallas Cowboys, the New England Patriots, and the Indianapolis Colts. Each sold separately. Available at most major retailers nationwide and HasbroToyShop.com. Availability may vary.

NERF WEATHER BLITZ Flyer Disk

(Ages 8 years & up/Approximate Retail Price: \$5.99/Available: Spring 2010)

Keep your friends on their toes and engage in fast, competitive field play with the new NERF WEATHER BLITZ Flyer Disk. Featuring NERF WEATHER BLITZ technology for enhanced grip, this weather-resistant competitive flying disk helps you hold

on to your game and take the lead in all outdoor conditions. Weighing 175 grams and with a 10 ¾-inch diameter, this official sized competitive flying disk not only allows for better catching and throwing, but is built tough by NERF for everything from casual play to hard-core competition. Available at most major retailers nationwide and HasbroToyShop.com

NERF CURVE PITCH Baseball Set

(Ages 8 years & up/Approximate Retail Price: \$9.99/Available: Spring 2010)

Want to throw trick pitches like the pros? Make this season a homerun with the NERF CURVE PITCH Baseball Set. A unique felt patch located on one side of this specially designed "curve" ball creates a drag effect that, depending on how it's held and thrown, will assimilate a specific pitch. Complete with a bat featuring a rubberized grip, the NERF CURVE PITCH Baseball Set is a fun way to help knock your stats out of the park. Available at most major retailers nationwide and HasbroToyShop.com

NERFOOP PRO Basketball Set

(Ages 8 years & up/Approximate Retail Price: \$19.99/Available: Spring 2010)

Take casual "over the door" basketball play to the next level with the new NERF NERFOOP PRO Basketball Set. Because the backboard of the NERFOOP PRO Basketball Set is designed to hang over almost any door, you can enjoy a game of NERF basketball with your friends or solo, anywhere at anytime! The backboard's ultra durable rim invites endless slam dunks and a new basketball design means you can dribble the ball on almost any surface, from college dorm room carpet to your cubicle's floor. The NERFOOP PRO Basketball Set comes with everything you need to amp up your indoor basketball game! Available at most major retailers nationwide and HasbroToyShop.com

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